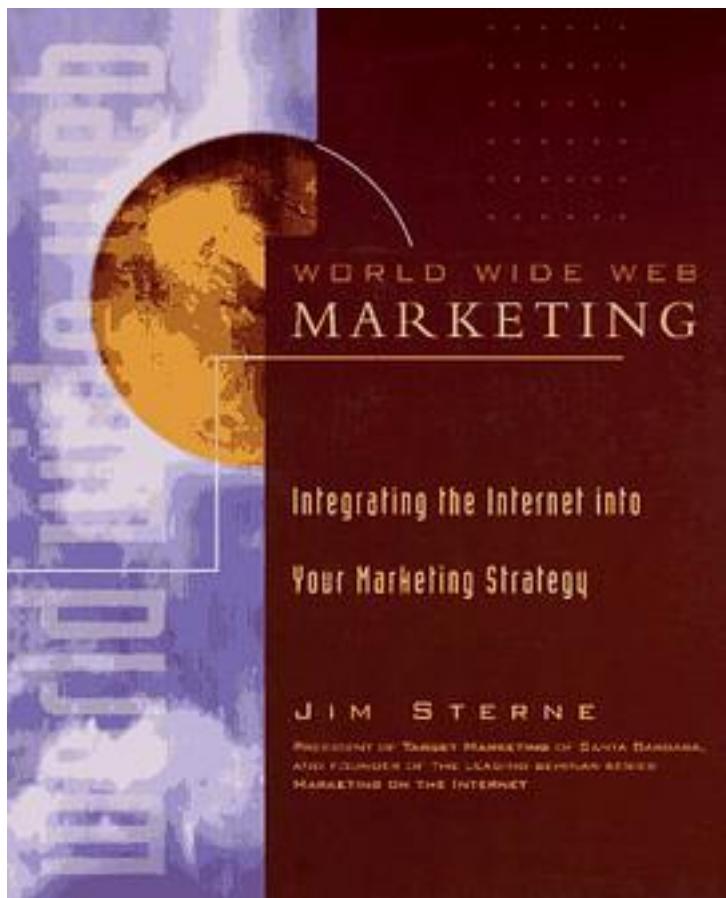


World Wide Web Marketing



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Here it is! The bestselling guide to online marketing is now back in a new expanded edition. Popular speaker and author Jim Sterne updates all information, providing marketing and advertising professionals with the ultimate how-to guide to succeed in today's hyper-competitive online world. Taking the same practical and detailed

approach that has made his book an industry classic, Sterne shows how to apply classic marketing strategies to the latest technologies and explores the Web's impact on the way we do business. Readers will find expert guidance on how to take advantage of hot new technologies and Web marketing tools that have emerged since the Second Edition was published, including:^{*} Interactivity^{*} Affiliate marketing^{*} Using B2B technology to sell through resellers^{*} Wireless marketing^{*} eMetrics, or how to measure online marketing strategies^{*} Data mining techniques

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